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TO: R. A. Fitzmaurice DATE: July 14, 1982

FROM: Jon N. Zoler

SUBJECT: Northwind Green Ad/Pack Test

Attached is the report on the Northwind Green Ad/Pack research results. Similar tests had been conducted previously on Northwind Blue, Merit Ultra Lights 100's and B&H Ultra Lights 100's.

In summary, this test indicates that Northwind Green should perform in test market slightly better than did the original Northwind Blue. While both Northwinds generated the same number of positive votes on the important attitudinal measures, Northwind Green did not suffer as many negative criticisms as did Blue.

The single most important evaluative measure in the Ad/Pack research is the future purchase intention score. As shown below, the "Top Box" score of "Definitely Buy Them" for Northwind Green was virtually the same as for Northwind Blue as well as for Merit Ultra Lights 100's. Note that all three brands performed significantly below B&H Ultra Lights - the only real market share success among the brands tested.

However, Northwind Green had a much lower "Definitely Not Buy Them" percentage than did Northwind Blue or Merit Ultra Lights 100's.

	Northwind Green	Northwind Blue	Merit Ultra Lights 100's	B&H Ultra Lights
Definitely buy them	22%	19%	20%	31%
Definitely not buy them	15	24	21	12
Market share after 3 months	NA	0.2	0.3	1.3

NA = Not Available

We are in the process of running other new brands through the Ad/Pack methodology to develop additional benchmark data. The next brands to be tested are R. J. Reynold's Bright, and Rothmans. With this as well as additional experience, we should be able to develop a more definitive relationship over time between the Ad/Pack Test results and market share performance.

JNZ/ng
Attachment

Jon

cc: H. Foster
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Source: https://www.industrydocuments.ucsf.edu/docs/ljpj0004